MAYOR AND COUNCIL AGENDA



- , ,	PT.: / Community Planning and Development Services DATE: February 7, 2005 AFF CONTACT: Arthur D. Chambers, AICP, Director
SUBJECT: Awar	d of contract for Environmental Graphics in the Town Square Project.
To: Design Comm	nunication Ltd.
Boston Mass.	
In the amount of:	\$ 962,150 Scope of Work
	S 96,215 10% for reimbursable, bonds, etc.
	\$1,058,365
RECOMMENDAT \$1,058,365.	ION: Award the contract to Design Communication Ltd. In the amount of
IMPACT: Er	vironmental 🛛 Fiscal 🔲 Neighborhood 🗍 Other:
Fiscal Impact:	☑ Within budget ☐ Over budget:
Fund: Gener	ral Capital Projects Parking Water Sewer Refuse Other:
	funding is available in Town Center Account #420-600-0A80-0426 and

DISCUSSION/HISTORY/BACKGROUND: This contract represents the actual fabrication and installation of the environmental graphics for the Town Square Project. The environmental graphics includes directional signage (both pedestrian and vehicular), street name signs, entrance/exit signage, pavement engraving in the Town Plaza, two information kiosks, "the illuminated" gateway features and directional signage in the garages. See circle 3 for a detailed list of the items to be included. Since there has not been approval of the revised plan for the "sculptures" in the plaza, only an allowance is shown for those pieces. City approval will be required before fabrication can begin on those pieces. In addition, it includes allowances for the MD355 façade treatment of the Block 4 garage and internal garage signage and graphics. Because FRIT is responsible for the vias, they will have a separate contract with the fabrication.

Selbert Perkins, the environmental graphics designer consultant and FRIT solicited qualifications and proposals for the environmental graphics fabrication and installation. Three bids were received. Attachment 1 is a letter and spreadsheet from FRIT 's representative recommending the low bidder Design Communication Ltd (DCL) in the amount of \$962,150. This amount represents reductions for the elimination of the vias from the public contract. The dollar amount shown on the spread sheet (circle 5) is the contract amount. Attachment 2 is a copy of the proposal from DCL, which includes information about the firm.

As noted above, the low bid was \$962,150. Staff is recommending that an additional 10% be added to cover reimbursables, bonds, fees etc. The total will be then \$1,058,365.

Currently the Public Improvements Budget shows \$685,000 available for environmental graphics and \$450,000 for garage amenities and signage. Those funds total \$1,135,000 available for the contract. Actual costs will be allocated to the two budgets as costs are finalized after fabrication and design.

After Mayor and Council approval of the contract, work will begin on shop drawings and fabrications. Prior to any actual fabrication or installation of the MD 355 façade on the Block 4 garage additional information will be distributed to the Mayor and Council. Prior to work on the pieces in the plaza, City approval will be needed. Any other changes or directions from the Mayor and Council from the January 31meeting will also be included.

Sections 17-85 and 17-88 of the City Code allows the City to utilize a special procurement procedure if the Mayor and Council make a written determination that a unique or unusual circumstance exists that makes competitive procurement process contrary to the City's interest. There must be a written record of the reasons justifying the special procurement.

Therefore, approval of this agenda item will also include a finding by the Mayor and Council that the public/private nature of the Town Square project, the City's contractual obligations to comply with the terms of the amended and restated GDA (approved June 2004), the October 2003 MOU between the City and County and the mixed use buildings create unique and/or unusual circumstances. There was the competitive process previously described. These factors make the typical competitive procurement process contrary to the City's interest and justifies the special procurement procedure.

PREPARED BY: Arthur D. Chambers, AICP, Director	
Arthur D. Chambers, AICP, Director	
APPROVE: Eileen Morris, Contracts Officer	
APPROVE: Scott Ullery, City Manager	<u>//28/65</u> Date
LIST OF ATTACHMENTS: 1. Letter and spreadsheet from the Federal Realty In	vestment Trust

- Copy of proposal from Design Communications, Ltd.



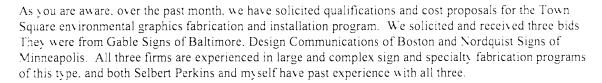
Development Management Group

January 15, 2005 (Rev.) December 20, 2004

Art Chambers
Director Community Planning
& Development Services
City of Rockville
Line Angland Avenue
Rockville, MD 20850

RE. Rockville Town Square Environmental Graphics

Dear Art



After receipt of qualifications, pricing and evaluation, we met with and interviewed the two low bidders Gable and DCL. The IFQ was prepared with the intent to award the proposal at a design development stage to allow the contractor to work with Selbert Perkins and FRIT to develop final details, material selection, electrical requirements, structural connections to existing facilities and fabrication techniques for each element to assure the optimum use of the budget, durability of products and appropriate application of materials. The final pricing and contract agreement will then be prepare and executed before work proceeds.

After production of shop drawings and product samples, fabrication should begin in the early fall of 2005 to allow for installation in the Spring of 2006. The Contractor as part of its acope will be responsible for producing a detailed design, fabrication and installation schedule that will allow for integration within the Overall Project Development Schedule managed by FRIT

Enclosed, please find the bid spread sheet which has been adjusted to reflect some quantity modifications, and scope adjustments. As noted DCL is the lowest bidder at \$1.215,200, against a budget of approximately \$1,447,700. We will still need to apply the actual budgets and scope to each project component to properly allocate the costs. This however will be done once final estimates are prepared and the contract executed. Also enclosed for your records are copies of DCL. Gable Signs and Nordquist Sign's proposals and qualifications.







Based on the following information, we would recommend that the city of Rockville award the proposal to Design Communications, Ltd.:

- 1. **Price** DCL has provided a comparable product in each category at a price oS101.588 under the next lowest bidder, and S746.972 lower than the high bid. We have made adjustments for quantity discrepancies and been provided assurance that the entire job as depicted in the bid package is included in their price.
- 2. Qualifications DCL has been in the business of commercial signage and specialty environmental graphics fabrication for over 20 years. With a staff of 110 people, offices in both Boston and Orlando, annual billings of over \$10 million, they have both the depth of personnel, financial stature and experience to assure the intended results of the RTS package. Federal Realty Investment Trust, Development Management Group and Selbert-Perkins Design all have worked with DCL on projects of similar size and complexity and would recommend them to the city as a competent and qualified fabricator.
- 3. Collaborative Working Philosophy In a project this complex which requires research into unique materials, applications and design approaches, it is imperative that a cooperative working relationship between the client, designer and fabricator is established from the start. Equally as important to the final result and budget is that the fabricator understands and accept this approach within its budget; DCL both understands this approach and embraces it. Included in their budgeting is the time and effort to work closely with the team to prepare mockups, research alternate materials, meet with the client to discuss fabrication techniques and otherwise embrace the "team" approach to a project to assure that the client is completely satisfied with the end result and costs.

With these key points in mind, we recommend that the City of Rockville proceed with engagement of Design Communications Ltd., as they are fully qualified, provided the lowest bid, brought significant material and fabrication insight to the interview and employ the required design and fabrication teamwork required for a successful project. If you concur, please notify us so that we can prepare a letter of intent to allow us to proceed and negotiate the final agreement.

Brian J. Spencer Development Manager

:bjs enclosures

cc Don Briggs Roger Rodin John Seeley



Rockville Town Square Fabrication Bids

SIGN TYPE	DESCRIPTION	QUANTITY	DCL	GABLE	NORDQUIST
Identification					
A.1-4	Street Gateways Illuminated	4	200,400	260,000	360,000
A.5	Via Gateway, Block 1	2	9,800	9,500	19,000
A.6	Via Gateway, Block 2	2	9,400	9,500	19,000
A.7	Via Gateway, Block	2	12,600	18,250	38,000
A.8	Rockville Town Square ID		15,250	28,000	38,000
A.9	Street ID, mast arm mounted	9	13,050	4,800	8,000
A.10	Street ID, building mounted	4	3,040	2,780	3,600
A.11	Drive Through Entrance ID		1,550	1,500	2,200
A.12	Service Entrance ID	5	6,750	7,500	10,250
	Identification Total		271,840	341,830	498,050
Direction					
8.1	Pedestrian Direction, building mounted	3	2,640	1,785	3,225
8.2	Pedestrian Direction, freestanding	2	4,400	3,760	11,400
8.3	Vehicle Direction	15	13,050	33,000	29,625
	Direction Total		20,090	38,545	44,250
Information					
C.1-2	Information Kiosk	2	17,600	28,000	48,000
	Information Total		17,600	28,000	48,000
Amenities					
D.1	Pavement Engraving - Nature Quote	1	3,650	3,276	11,000
D.2	Pavement Engraving - Fitzgerald Quote A		2,725	2,470	8,500
0.3	Pavement Engraving - Fitzgerald Quote B		2,190	2,554	8,000
D.4	Pavement Engraving - Alphabets		5,920	4,838	1,500
0.5	Pavement Engraving - Musical Notes		5,950	5,586	16,000
D.6	Pavement Engraving - Math Equation A		545	864	3,500
N 7	Pavement Engraving - Math Equation B	_	545	1,800	3,750

1/25/2005

SIGN TYPE	DESCRIPTION	QUANTITY	DCL	GABLE	NORDQUIST
Identification					
and determination of the fact	Pavement Engraving - Math Equation C		545	1,800	3,575
	Pavement Engraving - Math Equation D		545	1,440	3,500
	Pavement Engraving - Math Equation E	The second secon	545	952	3,600
	Pavement Engraving - Human Genome		4,360	4,620	9,500
	Pavilion with Fabric Canopy		52,100	48,000	80,000
D.13-15	Allow for new design 10/22 S/P Drwgs	6	162,000	162,000	162,000
	Math Sculpture		n/a	n/a	n/a
	Nature Sculpture	The second statement of the se	n/a	n/a	n/a
	Literature Sculpture		n/a	n/a	n/a
	Window Graphics		14,060	8,500	12,000
	Graphic Screens		68,290	35,000	44,000
	Greenscreen Wall	AND THE RESIDENCE OF THE PROPERTY OF THE PROPE	45,000 alw	45,000 alw	45,000
	Amenities Total	And a second design of the second	368,970	328,504	415,425
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ñ		3	0.150	7 500	22.050
	rainiig id bioch 3	0 -	10 700	000,1	10 750
P	Parking ID Hungerford		18,700	15,000	18,730
	Clearance Bar	12	4,440	7,200	009'9
	Column Wrap	34	50,320	48,960	45,730
	Parking Elevator Flag	18	10,080	14,400	11,250
***************************************	Elevator Bank ID	18	27,360	25,110	22,400
	Elevator Information Panel	18	4,950	2,646	1,710
***************************************	Handicap Parking ID	22	3,190	7,260	2,970
Andrews and the second	Primary Overhead Directional	12	10,080	9,540	17,400
-	Secondary Overhead Directional	33	21,120	24,585	16,335
	Exterior Room ID	14	1,400	844	1,190
***************************************	Exterior Stair ID	28	2,800	1,689	2,380
	Stop Sign	8	3,760	6,320	6,600
	Loading Sign	13	7,150	3,770	4,550
	Parking Total		174,500	174,824	179.915



Substitution Subs	SIGN TYPE	DESCRIPTION	QUANTITY	DCL	GABLE	NORDQUIST
SUBTOTAL General Conditions (project coordination, engineering, equipment) Permit Allowance Tax Freight/Mobilization Additional Costs TOTAL P&P Bond Not Included Source of Funds Source of Funds Sitework Amenities Budget Sitework Amenities Budget Sitework Amenities Budget Sitework Amenities Budget	dentification					
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Permit Allowance Tax Freight/Mobilization Additional Costs TOTAL P&P Bond Not Included Source of Funds Source of Funds Sitework Amenities Budget Budget Sitework Amenities Budget Budget Sitework Amenities Budget		General Conditions (project coordination engineering	ing equipment)	58.500	10.500	15.000
Tax Freight/Mobilization Additional Costs Additional Costs TOTAL TOTAL Source of Funds Source of Funds Sitework Amenities Budget Sitework Amenities Budget Budget Overage/Under		Permit Allowance		8,000	2,500	Additional
Freight/Mobilization Additional Costs TOTAL P&P Bond Not Included Source of Funds Sitework Amenities Budget Sitework Amenities Budget Budget Overage/Under		Тах	and the control of th	42,650	45,585	59,282
Additional Costs TOTAL P&P Bond Not Included Source of Funds 700 Garage Amenities Budget Sitework Amenities Budget Budget Overage/Under		Freight/Mobilization		AND THE PROPERTY OF THE PROPER		25,000
TOTAL P&P Bond Not Included Source of Funds 700 Garage Amenities Budget Sitework Amenities Budget Budget Overage/Under	And the state of t	Additional Costs		109,150	58,585	99,282
TOTAL P&P Bond Not Included Source of Funds 700 Garage Amenities Budget Sitework Amenities Budget Sitework Amenities Budget Budget Overage/Under	references orientification into the figure of the federal content of					
700		TOTAL		962,150	970,288	1,284,922
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700 Garage Amenities Budget Sitework Amenities Budget Budget Overage/Under						
Sitework Amenities Budget Budget Overage/Under	200	Garage Amenities Budget			450,000	
Budget Overage/Under		Sitework Amenities Budget			685,000	
Budget Overage/Under						-1,135,000
Budget Overage/Under						
		Budget Overage/Under				-172,850





DESIGN COMMUNICATIONS LTD

21 October 2004

Mr. Brian J. Spencer

Development Management Group
5017 Durham Road East
Columbia, MD 21044

Dear Brian:

Attached please find the signage and amenities proposal for the **Rockville Town Square** project as outlined in the request for qualifications prepared by your office, and as outlined in the drawings dated September 9, 2004, provided by Selbert Perkins Design Collaborative.

The proposal is based on working with the project team to realize a complete program that meets the design criteria and fits the agreed budget. The pricing takes into consideration project coordination and administration, design engineering, shop drawings, site visits, samples, materials, fabrication, finishing, delivery, foundations, installation, insurance, and permits as noted. The pricing does not take into consideration any applicable taxes or fees. In addition we have not included bringing electrical service to the signs that require it, and we have not provided a value for the plantings or the plumbing required for the plantings. These items are noted on the price matrix and we can all discuss what an appropriate allowance should be.

This is an exciting project and we would welcome the opportunity to be a part of the team. We hope that you will view our experience and knowledge to be of significant benefit toward realizing a successful project for all. Thank you for inviting us to prepare this proposal. Should you have any questions or comments please do not hesitate to call.

Sincerely,

Mark Andreasson

President

cc: John Seeley, SPDC



DESIGN COMMUNICATIONS LTD. ROCKVILLE TOWN SQUARE PROPOSAL

CONTENTS

Item	Description	Page
	Cover Letter	T ugt
1	Signed acknowledgement of the terms and conditions of RFP	Attached
2.a	Company marketing literature	Attached
	Project Understanding	1
2.b.1	Qualifications Statement Brief	1
2.b.2	Officers	1
2.b.3	Key Personnel	2
2.b.4	Ownership	4
2.b.5	Financial	4
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PROJECT UNDERSTANDING

Rockville Town Square is a mixed-use development located on six city blocks in downtown Rockville Maryland. The work will consist of 2 new city streets, public sidewalks, plazas, 175,000 square feet of retail and restaurant space, a 66,000 square foot civic cultural arts center, 1000+ public parking spaces, residential units and a new public library. This proposal is to work with the existing team to provide design engineering, cost analysis, project coordination, fabrication, and installation of various site amenities and signage as outlined in the documents prepared by Selbert Perkins Design Collaborative.

2.b.1

QUALIFICATIONS BRIEF

Design Communications Ltd. was founded in 1984 as a privately held Massachusetts Corporation. We have successfully completed more than 500 major projects involving architectural specialty elements, signage and environmental graphics over the past 20 years.

Our philosophy has always been to be the absolute best at what we do. We have had the pleasure of working with many of the finest architects, designers, owners, developers and contractors in the world.

2.b.2

OFFICERS

Mark Andreasson, President

Twenty-six years involvement with the production and implementation of architectural signage and specialties in construction. Mr. Andreasson is one of the founders of *Design Communications*, *Ltd.* in 1984.

Mr. Andreasson has participated in several hundred significant signage and wayfinding projects throughout the world and through *Design Communications* has contributed to the establishment of many "industry standard" procedures. As a board member of the Society for Environmental Graphic Design (SEGD), Mr. Andreasson presents workshops throughout the United States for architects, specifiers, contractors, and designers about materials, technology, engineering, and management practices as they pertain to specialty fabrication and wayfinding projects.

Craig Kutner, Executive Vice President

Twenty-four years of involvement with the production and implementation of architectural signage and specialties. Mr. Kutner, co-founder of *Design Communications* in 1984, currently focuses on general business management and contract oversight.

Through the years, he has utilized his extensive experience to coordinate production management and materials, which places *Design Communications* on the leading edge of the architectural signage industry.



2.b.3

KEY PERSONNEL

Harvey E. Whiteway, Director of Project Development

Thirty-seven years in the custom signage and graphics industry. Mr. Whiteway has been with *Design Communications* for 5 years. Mr. Whiteway is responsible for strategic planning, quality procedural oversight for projects administration, and day-to-day direction of project development for *Design Communications*.

Mr. Whiteway has executive experience as president of his own custom sign company for twenty-five years. He has practical working knowledge of all aspects of the sign industry, experience in event management, graphic design, ISO compliance, and consultation within the industry.

Senior Project Manager: Frederick M. Holland

Mr. Holland has over twenty years of experience producing custom architectural graphics. He has worked at *Design Communications* since its inception in 1984. He has a practical working knowledge of almost all aspects of the sign industry. Projects managed by Mr. Holland include *Trans World Dome*, St. Louis, MO, *Royal Caribbean Cruise Lines* projects, *Diagonal Mar*, Barcelona, Spain, *Ericsson Village*, Plano, TX, *Cisco Systems*, Boxborough, MA, *Coastal Grand Mall of South Carolina*, *Dartmouth Hitchcock Medical Center*, Lebannon, NH, *New York Hall of Sciences*, and *Madrid Xanadu*, Madrid, Spain.

Mr. Holland holds a Bachelor of Science degree in Industrial Engineering from the *University of Lowell*.

Senior Project Manager: Karen Gorczyca

Ms. Gorczyca has over eighteen years of experience producing custom architectural graphics.

She has been a project manager for *Design Communications* for the last eleven years and is fully integrated with the infrastructure of the company. She handles all communications with the client and is responsible for overseeing design engineering, material procurement, scheduling of production, and supervision of installation.

While at Design Communications she has managed many projects including Mohegan Sun Casino, Beth Israel Hospital, Columbia University, The Aruba Marriott Hotel and Casino, Smith College, University of Rochester, Sotheby's, Swiss Bank, Hilton Tobago, Prudential Office Tower, The Boston College Stadium, Time Warner/CNN, Altria, and The Clinton Presidential Center among others.

Karen studied fine arts at the Pratt Institute in Brooklyn, NY.



Senior Project Manager: Kurt Henry

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Mr. Henry started with Design Communications in 1984 as a lead fabricator and project manager. He has managed many of the company's largest and most prestigious projects such as Faneuil Hall Marketplace, Brigham and Women's Hospital, Yale New Haven Hospital, The Fleet Center, Hartsfield International Airport in Atlanta and Citicorp Center in New York. He is currently overseeing the completion of Logan Airport Terminal E, International Gateway and the new Delta Terminal A in Boston.

Mr. Henry holds a project management certificate from *Northeastern University* and a BFA from *Massachusetts College of Art*. He has also studied Mandarin Chinese language and Chinese culture and history while attending *Taipei Normal University*.

Project Engineer: Zak Pruyn

Mr. Pruyn is responsible for the supervision of design/engineering, shop drawings, material specifications, and fabrication methods. Mr. Pruyn has worked with *Design Communications* since 1985. As a Senior Project Engineer, he has directed the design engineering of several hundred challenging projects including *Citicorp Building Identification Project* in New York City, *Disney Gateways* in Orlando, and *Madrid Xanadu Mall* in Madrid, Spain.

Mr. Pruyn holds two degrees, a Bachelor of Fine Arts and a Bachelor of Industrial Design, from the Rhode Island School of Design.

General Manager, Boston: Michael G. McCarthy

Mr. McCarthy has worked at *Design Communications*, *Boston*, since 1999. He is responsible for management of all resources related to the production process. This includes all departments involved in production of engineering/shop drawings, graphic layouts, material sourcing, fabrication, assembly, finishing, inspection, and installation. He is also involved in strategic planning and daily direction of central scheduling.

Mr. McCarthy holds a Bachelor of Science degree in Mechanical Engineering and Visual Arts from the *University of Massachusetts*.

General Manager, Orlando: Micheal Beckstead

Mr. Beckstead has responsibility for the operations of *Design Communications*, *Orlando*. He is responsible for management of all resources related to the production process. With over thirty years of fabricating and management experience, Mr. Beckstead has a vast knowledge of the materials and processes used in the manufacture of custom architectural signage. He is also involved in strategic planning and daily direction of central scheduling. Before he began his tenure at Design Communications, Mr. Beckstead had managed elsewhere in the sign industry for 11 years, and his career also includes 18 years in finance and leadership of 2 other corporations.

Mr. Beckstead holds a B.A. and an M.B.A. in Business Management and Accounting from Avila College in Kansas City, Missouri.



2.b.4

CORPORATE STRUCTURE / OWNERSHIP

Design Communications Ltd. was established in 1984 as a Massachusetts S Corporation. There are currently 3 shareholders, all of them involved in the day to day operation of the business.

2.b.5

FINANCIAL

Annual Billings by Year:

2004: \$ 10,900,000. (projected)

2003: \$ 10,774,794. 2002: \$ 10,681,077. 2001: \$ 8,546,166.

It is our policy not to include financial statements as part of any proposal package. We would be happy to share our financial information with a specific qualified individual that we can direct the documents to with the assurance that they will be held securely and in confidence.

2.c, 2.d

PARTIAL LIST OF PROJECTS AND CLIENTS - CURRENT AND COMPLETED

Project Criteria: \$50,000.+

Museums, Parks, Theme Parks, Aquariums, Zoos, and Stadiums
Battery Park, New York, NY*

New York Botanics

Biltmore Theatre, New York, NY

Boston Museum of Science, Boston, MA

Boston College's Alumni Stadium, Chestnut Hill, MA

Brooklyn Museum, Brooklyn, NY*

Carnegie Hall, New York, NY

Clinton Presidential Center, Little Rock, AR

Dahesh Museum of Art, New York, NY

Walt Disney World, Lake Buena Vista, FL*

Exploration Place, Wichita, KS

Fleet Center, Boston, MA*

Harvard's Arnold Arboretum, Boston, MA

Manhattan Theatre Club, New York, NY*

Mary Baker Eddy Library, Boston, MA*

Metropolitan Museum of Art, New York, NY

Motor Cities, Detroit, MI

National Marine Sanctuary, The Keys, FL

New England Aquarium, Boston, MA

New York Botanical Garden, Bronx, NY

New York Public Library, Lincoln Center, NY

Norman Rockwell Museum, Stockbridge, MA

Norton Museum of Art, West Palm Beach, FL

Oceanario de Lisboa, Lisbon, Portugal

Plimoth Plantation, Plymouth, MA

Roger Williams Zoo, Providence, RI

Scandinavia House, New York, NY

Seaworld, Orlando, FL*

South Carolina Heritage Quarter, Statewide, SC

Tampa Bay Ice Palace, Tampa, FL

Tilles Center for the Performing Arts, Brookville, NY

Transworld Dome, St. Louis, MO

Tyler Arboretum, Philadelphia, PA

Universal Islands of Adventure, Lost Continent, Orland .

Universal Islands of Adventure, Port of Entry, Orlande 12

Wheeling National Heritageway, Wheeling, WV

Worcester Art Museum, Worcester, MA

^{*} Indicates multiple projects completed for the same client

Universities

Baruch College, New York, NY* Berklee College of Music, Boston, MA Boston College, Chestnut Hill, MA Brandeis University, Waltham, MA Bryant College, Smithfield, RI College of the Holy Cross, Worcester, MA Columbia Law School, New York, NY* Columbia School of Social Work, New York, NY Dartmouth College, Dartmouth, NH Emerson College, Boston, MA Harvard Business School, Boston, MA Harvard Dental School, Boston, MA Harvard Law School, Boston, MA Harvard Medical School, Boston, MA* Harvard University, Boston, MA* Hebrew College, Newton, MA Massachusetts College of Pharmacy, Boston, MA Middlebury College, Middlebury, MA Middlesex Community College, Lowell, MA MIT Stata Center, Cambridge, MA Mount Holyoke College, South Hadley, MA

New York University, New York, NY New York University Hall of Science, Corona Par-New York University School of Law, New (York, X). Northeastern University, Boston, MA Princeton University, Princeton, NJ Rhode Island School of Design, Providence, RI Roger Williams College, Providence, RI Salem State College, Salem, MA* Sara Lawrence College, Bronxville, NY Smith College, Northampton, MA* Tufts University, Medford, MA Union College, Schenectady, NY University of Massachusetts, Amherst, MA University of Rhode Island, Kingston, RI* University of Rochester, Rochester, NY* University of the Sciences, Philadelphia, PA Westover School, Middlebury, CT Wharton School, Philadelphia, PA Williams College, Williamstown, MA Worcester Polytechnic Inst. Campus Ctr., Worcester, M.:

Corporate & Office

111 Huntington Avenue, Boston, MA 125 High Street, Boston, MA 500 Boylston Street, Boston, MA 515 Fifth Avenue, New York, NY Altria, various locations* Australia and New Zealand Bank, New York, NY Bank of America, New York, NY* Bank of Boston, Boston, MA Baxter Healthcare Corporation, Lexington, MA Cisco, Boxborough, MA Citicorp, New York, NY* Deloitte & Touche, New York, NY; Stamford, CT* Digital, Maynard, MA Duracell Headquarters, Bethel, CT Ericsson, Plano, TX Fidelity Investments, Nationwide*

First Data Corporation, Boston, MA; Providence RI Houghton Mifflin Company, Boston, MA John Adams/Suffolk County Courthouse, Boston-MAMerrill Lynch, Boston, MA Moakley Courthouse, Boston, MA NBC Studio B, New York, NY Orange County Courthouse, Orlando, FL Polaroid, Cambridge, MA Rockefeller Center, New York, NY Samsung, New York, NY* Sotheby's, New York, NY* Staples, Framingham, MA* State Street, Boston, MA SwissBank, Stamford, (") Time Warner/CNN, New York NY United Federation of Teachers, No. 1999 No.

Shopping Malls, Retail, Entertainment, Restaurants

AMC Theatres, FL, KS, MO, TX* American Girl Flagship Store, Chicago, IL Atrium Mall, Chestnut Hill, MA* Cambridge Side Galleria, Cambridge, MA Centro Colombo, Lisbon, PORTUGAL Coastal Grand Mall, Myrtle Beach SC Diagonal Mar, Barcelona, SPAIN Disney Marketplace, Orlando, FL* Disney's Quest, Lake Buena Vista, FL Fair Oaks Mall, Fairfax, VA Faneuil Hall Marketplace, Boston, MA* Fourth Street Live, Louisville, KY Franklin Mills Mall, Philadelphia, PA* Galleria Mall, Fort Lauderdale, FL Grand Avenue Mall, Milwaukee, WI* Great Lakes Crossing, Auburn Hills, MI Gurnee Mills Mall, Gurnee, IL Hear Music, Chicago, IL

King of Prussia Mall, King of Prussia, PA Lafayette Square Mall, Indianapolis, IN Learningsmith, Nationwide* Maine Mall, Portland, ME Mall of South Carolina, Myrtle Beach, SC Market East, Philadelphia, PA Mega Centro, Santo Domingo, REP. DOMINICANA Muvico Theatres, FL, TN, MD* Natick Mall, Natick, MA Northbrook Mall, Chicago, IL Pentagon Row, Arlington, VA Providence Place Mall, Providence, RI Scholastic Store, New York, NY Shops at Willowbend, Plano, TX Viruhouse, Tallinn, ESTONIA Xanadu, Madrid, SPAIN Zona Rosa, Kansas City, MO

Hospitality Industry - Hotels / Resorts / Cruise Ships

Atlantis Paradise Island, Paradise Island, Bahamas
Boca Raton Resort and Club, Boca Raton, FL
Charles Square Hotel, Cambridge, MA
Commonwealth Hotel, Boston, MA
Diplomat Resort and Country Club, Hallandale, FL*
Disney's All Star Resorts, Lake Buena Vista, FL*
Disney's Contemporary Resort, Lake Buena Vista, FL
Disney's Cruise Ship Magic, Port Canaveral, FL
Disney's Cruise Ship Wonder, Port Canaveral, FL
Disney's Institute, Lake Buena Vista, FL*
Disney's Old Key West Resort, Lake Buena Vista, FL*
Doubletree's Newport Islander Resort, Newport, RI
Grand Hyatt, New York, NY*
Grand Lakes Resort - Marriott / Ritz, Orlando, FL

Hilton Times Square, New York, NY
Hilton Tobago Resort, Tobago, W.I.
Marriott Aruba Resort & Casino, Aruba, N.A.
Marriott World Center, Orlando FL*
Myrtle Beach Convention Center, Myrtle Beach, SC
Royal Caribbean Cruise Ship Explorer, Turku, Finland
Royal Caribbean Cruise Ship Voyager, Turku, Finland
Royal Caribbean Ships Eagle 3, 4, 5 Turku, Finland*
Sheraton Worldwide, Boston, MA*
Sonesta Resorts, Aruba; Bermuda; FL; MA
Sun International, Mohegan Sun Casino, Uncasville, CT
Trump Taj Mahal, Atlantic City, NJ
University Park Hotel at MIT, Cambridge, MA
Westin Diplomat Resort & Country Club, Hallandale, FL*

Healthcare & Institutional

Beth Israel / Deaconess Hospital, Boston, MA*
Boston Children's Hospital, Boston, MA*
Brigham and Women's Hospital, Boston, MA*
Cape Cod Hospital, Hyannis, MA
Children's Hospital, Boston, MA*
Crotched Mountain Rehabilitation Center, Greenfield NH
Dartmouth Hitchcock Medical Center, Lebanon, NH*
Duke University Medical Center, Durham, NC
Elliott Hospital, Concord, MA
Exeter Hospital, Exeter, NH
Faulkner Hospital, Boston, MA
Hebrew Rehabilitation Center, Boston, MA
Helen Ellis Memorial Hospital, Tarpon Springs, FL
Latrobe Hospital, Latrobe, PA

Massachusetts General Hospital, Boston, MA*
Mayo Clinic, Rochester, MN; Jacksonville FL; Scottsdale, AZ
Monroe County Detention Center, Key West, FL
New England Medical Center, Boston, MA
Philadelphia Children's Hospital, Philadelphia, PA
Sebasticook Valley Hospital, Pittsfield, ME
South Shore Hospital, Weymouth, MA
St. Vincent's Comprehensive Cancer Center, New York, NY
St. Elizabeth's Hospital
Suffolk County Correctional Facility, Boston, MA
The Villages Medical Center, Orlando, FL
West End Correctional Facility, BERMUDA
Yale New Haven Hospital, New Haven, CT
Zucker Hillside Hospital, Glen Oaks, NY

Airports & Transit

Hartsfield International Airport, Atlanta, GA*
Logan International Airport, Boston, MA*
Miami International Airport, Concessions, Miami, FL*
Midway Airport, Chicago, IL*

Richmond Airport Garages, Richmond, VA
Houston Hobby Airport, Concessions, Houston, TX
O'Hare International Airport, Chicago, IL
Worcester Regional Airport, Worcester, MA

Parking Facilities and Streetscapes

100 Clarendon Street Garage, Boston, MA
500 Boylston Street Garage, Boston, MA
Amtrak Rte 128 Garage, Dedham, MA
Angels Walk, Los Angeles, CA*
Atlantis/Paradise Island Street signs, Nassua, BAHAMAS
Atrium Mall Parking Garage, Chestnut Hill, MA
Beth Israel Deaconess Hospital Garage, Boston, MA*
Boston Common Garage, Boston, MA*
Brigham and Women's Hospital Garage, Boston, MA*
Cambridgeside Galleria Garages, Cambridge, MA
City of Altoona Streetscape, Altoona, PA
Colonnade Residences Garages, Boston, MA
Disney's All Star Resort, Parking, Orlando, FL*
Disney's City of Celebration Street Signage, FL*

Fair Oaks Mall Parking Facilities Signage, Fairfax, VA
Logan Int'l Airport West and Central Garages, Boston, MA
Massachusetts General Hospital Garages, Boston, MA
Mega Centro Parking Garage, SD, REP. DOMINICANA
MIT University Park Garages, Cambridge, MA
Mohegan Sun Casino, Parking & Wayfinding, Uncasville, CT
Motor Mart Garage, Boston, MA
Natick Mall Parking Facilities, Natick, MA
Pentagon Row Parking Garages, Arlington, VA
Prudential Center Garage, Boston, MA
Richmond Int'l Airport Parking Facilities, Richmond, VA
Richmond Riverfront, Richmond, VA*
Ronald Reagan Building Garage, Washington, DC
Royal Dock Yard Street Signage, West End, BERMUDA*

2.e

PROJECTS OF SIMILAR SCOPE AND COMPLEXITY

University Park, Cambridge, MA

Urban mixed-used development encompassing several blocks. Scope included parking facilities, office, biotech, hotel, restaurant, retail, street signage, pedestrian and vehicular directional, park amenities and sandblasting of walkways.

Client: Forest City Development

Contact: David Bernstein, Carin Herring 617-914-2521
Project Value: \$1,056,800. cumulative 20+ contracts since 2000.
Designers: Selbert Perkins Design Collaborative, Arlington, MA

Burke + Design, Marblehead, MA

Town of Celebration, Celebration, FL

Disney's model community. Scope includes retail, office, street signage, directional, primary identity, and park signage.

Client: Celebration Community Development District

Contact: Matt Forbes – Disney personnel are not allowed to give references.

Project Value: \$1,015,400. cumulative 10+ contracts since 1997.

Designers: Pentagram, New York, NY

Fourth Street Live, Louisville KY

Redevelopment of entertainment district encompassing one city block. Scope includes retail, site identity towers, media tower, pedestrian and vehicular directionals, directories and food court.

Client: The Cordish Company

Contact: Gary Darnell, Blake Cordish 502-584-7170

Project Value: \$557,500.

Designers: Selbert Perkins Design Collaborative, Marina del Rey, CA

Grand Avenue Mall, Milwaukee WI

Redevelopment of an urban mall covering two city blocks. Scope includes site identity sculpture, entry identities, large exterior aluminum "banners", directories, decorative wall graphics, retail, terrazzo floor lettering, office and directional.

Client: Northwestern Mutual Life Insurance Company

Contact: Gary Klacik, Faison - 240-497-0528

Project Value: \$1,128,100. cumulative 2 contracts since 2002. Designers: Kiku Obata and Company, St. Louis, MO

KA Architects, Cleveland, OH

Madrid Xanadu, Madrid SPAIN

1.4 million square foot shopping and entertainment complex. Scope includes parking lot, signage, entryway sculptures, railings, directories, wayfinding, tenant, and specialty elements.

Client: Mills Global

Contact: John Wallace, Debra Warner 011-34-91-103-6000

Project Value: \$1,930,600.

Designers: Communication Arts, Boulder, CO,

Kiku Obata & Company, St. Louis, MO

2.f

PRODUCTION FACILITIES

Design Communications Ltd. has a 56,000 square foot management and manufacturing facility in Boston Massachusetts; a 22,000 square foot management and manufacturing facility in Orlando, Florida; and a management office in New York City. All of the facilities are networked with one another.

Boston and Orlando have complete fabrication capabilities that include CNC machining, metal working, spray painting, silkscreen printing, sandblasting, vinyl and photopolymer production. Combined with our network of vendors that provide specialty services such as hydro machining, metal casting, glass production, neon, acid etching, stonecutting, there is no process or technology that is unavailable to us.

Projects are tracked with a sophisticated job costing software designed specifically for DCL. Shop drawings are done in AutoCAD. We can translate from any number of other drawing and graphics programs whether Mac or PC based.

Apart from specific project team meetings, each facility holds a weekly project management meeting at which time every project is reviewed with senior management to monitor client needs, service, budget, schedule, product quality and contract issues. In this forum project managers can draw on the collective experience of the group to address any general questions or project issues that may arise. It is also used as a weekly training session to keep the project managers abreast of general industry issues and management techniques.

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Personner		and Design	CC CHYINI	COLLIS !	Lauaumites.

TOTAL	107
Installation Coordinators	4_
Preparation and Finishing	10
Fabrication	42
Graphics / Screening / Polymer	12
CNC	2
Design and Engineering	7
Project Management	9
Project Development	7
Administrative and Maintenance	9
Senior Management	5



2.g

ROCKVILLE TOWN SQUARE – TEAM MEMBER RELATIONSHIPS

We have worked on the following projects with members of the Rockville Team:

Brian Spencer:

Pentagon Row, Alexandria VA – Retail, office complex Perimeter Mall, Atlanta, GA – small signage enhancement program

Selbert Perkins Design Collaborative:
Fourth Street Live, Louisville, KY
Colonnade Residences, Boston, MA
Cambridgeside Galleria Parking Garages, Cambridge MA
University Park, Cambridge MA
Staples Headquarters, Natick, MA
State Street Tower, Boston, MA
Providence Place Mall, Providence RI
Hilton Times Square, New York, NY
111 Huntington Tower, Boston, MA
South Carolina Heritage Corridor, SC

2.h

NARRATIVE

We feel that the quality of the product and the service that we deliver is best demonstrated by the strong ongoing relationships we have established over the years with many owners, developers, designers and architects. Reviewing the project lists will give you some idea of the multiple projects performed for many of our clients, but beyond that we can list 10 design or architectural firms that we have completed 12 or more projects with over the years. Our relationship with Disney alone has accounted for more than 100 individual projects.

We welcome the opportunity to participate as a part of the project team with the goal of a successful project for all. We bring to the table our technical skill, an enthusiastic outlook and a willingness to do all we can to ensure that the project process is executed in a most professional and timely manner.

The experience we have gained following 20 years of managing, engineering, manufacturing and installing architectural specialties and signage means that we have specific applicable experience regarding every component part of the program we see here. The proposed approach in the RFQ allows us to best contribute our knowledge and experience as part of an equally experienced team with Selbert Perkins Design Collaborative and Brian Spencer of Development Management Group. By establishing a meaningful budget tied to the outlined scope of work and then working together to engineer detailed solutions that fit the budget goals and do not compromise the quality or the aesthetic intent, we are able to bring the best value to the owner.



	SCHEMATIC PRICING							
Item	Description	Qty	Unit Cost	Extended	Unit Install	Extended	Total	Notes & Category Sub Totals
	IDENTIFICATION SIGNS		はない	Port Port				\$ 248,890.
A.1-4	Street Gateways - Illuminated	4	42,600.	170,400.	7,500.			200,400. Excludes plantings
A.5	Via Gateway, Block 1		3,600.	3,600.	1,300.	1,300.	4,900.	4,900. These have no illumination
A.6	Via Gateway, Block 2		3,400.	3,400	1,300.	1,300.	4,700.	4,700. These have no illumination
A.7	Via Gateway, Block 5		4,700.	4,700	1,600.	1,600.	6,300.	6,300. These have no illumination
A.8	Rockville Town Square ID		11,550.	11,550.	3,700.	3,700.	15,250.	15,250. Illuminated
A.9	Street ID, mast arm mounted (double panel)		1,150.	6,900.	300.	1,800.	8,700.	8,700. Alt. Option - hang single panel below
A.10	Street ID, building mounted	4	610.	2,440.	150.	600.	3,040.	
A.11	Drive Through Entrance ID		1,200	1,200.	350.	350.	1,550.	
A.12	Service Entrance ID	ြယ	1,000.	3,000.	350.	1,050.	4,050	
:	DIRECTIONAL SIGNS	المراجعة المراجعة				100 100 000 000 000 000 000 000 000 000		
В.1	Pedestrian Directional, building mount	ω	800.	2,400.	80.	240.	2,640.	
B.2	Pedestrian Directional, freestanding	N	1,820.	3,640.	380.	760.	4,400	
В.3	Vehicular Directional	15	710.	10,650.	160.	2,400	13,050	
	INFORMATIONAL SIGNS							
C.1-2	Information Kiosk	2	7,700.	15,400.	1,100.	. 2,200.		17,600.
D.1	Pavement Engraving (PavEng)-Nature Quote	ــــــــــــــــــــــــــــــــــــــ	635.	635.	3,015.	•		
D.2	PavEng - Fitzgerald Quote A		465.	465.	2,260		2,725.	
D.3	PavEng - Fitzgerald Quote B		365.	365.	1,825	•	2,190	
D.4	PavEng - Alphabets		1,015.	1,015.	4,905	4,905.	5,920	
D.5	PavEng - Musical Notes		1,045.	1,045.	4,905.	4,905.	5,950.	
D.6	PavEng - Math Equation A		60.	60.	485	· -	545	
D.7	PavEng - Math Equation B		60.	60.	485	<u></u>	545	
D.8	PavEng - Math Equation C		60	60.	485	485.	545	
D.9	PavEng - Math Equation D		60	60.	485	485	545.	<u> </u>
D.10	PavEng - Math Equation E		60	60.	485	485	545	
D.11	PavEng - Human Genome		400	400	3,960	3,960	:	-
D.12	Pavilion with Fabric Canopy		44,600	44,600	7,500	7,500	52,100.	. Excludes plantings - no illumination



	\$ 1,128,410.	211,930.		849,980.			TOTALS	
							Taxes	
Service to location, pipes and drainage							Plumbing Allowance	
Actual provioing and planning						-	Plantings Allowance	
Service to sign location							Electrical Allowance	
	6,000					:	Permit Allowance	
	8,000				etc.	quipment,	General Conditions, project coordination, engineering, equipment, etc.	-
	58 500	320.	160.	780.	390.	2		E.16
	3,760.	960.	120.	2,800.	350.	_&	5 Stop Sign	E.15
	1,900.	475.	25.	1,425.	75.	19	4 Exterior Stair ID	E 14
	1,400	350.	25.	1,050.	75.	14	3 Exterior Room ID	E.13
	21,120.	5,940.	180.	15,180.	460.	သ		E.12
ł	10,080.	2,160.	180.	7,920	660.	12	1 Primary Overhead Directional	m. 11
3,190. Silkscreened Aluminum	3,190.	550.	25.	2,640.	120.	22		E 10
	4,950	450.	25.	4,500.	250.	18		⊞,9
	27,360	6,120.	340.	21,240.	1,180.	18	Elevator Bank ID	E.8
	10,080.	2,160.	120.	7,920.	440.	18	Parking Elevator Flag	E.7
50,320. Alt option: adjust panel size	50,320.	7,480.	220.	42,840.	1,260.	34	Column Wrap - per column	E.6
	4,440.	1,080	90.	3,360.	280.	12	Clearance Bar	E.5
18,700. Illuminated	18,700.	2,300.	2,300.	16,400	16,400	<u>-</u>	Parking ID Hungerford	Щ .4
9, 130. Illumiated	9,130.	1,050.	350.	8,100	2,700	_ω	Parking ID	E.1-3
	0 450						PARKING	
76,000. Excludes light fixtures currently	76,000.	16,000.	16,000.	60,000.	60,000.		Via Graphics, Block 5	D.21
80,000. Excludes light fixtures currently	80,000.	16,000.	16,000.	64,000	64,000.			D.20
85,000. Excludes light fixtures currently	85,000.	16,000.	16,000.	69,000.	69,000.			D. 19
40,310. Excludes plantings and plumbing	40,310.	12,400.	12,400.	27,910.	27,910.			D.18
	68,290.	15,540.	15,540.	52,750.	52,750.			D.17
14,060. Approx. 560 sq.ft.	14,060.	3,400.	3,400	10,660.	10,660.			D.16
59,300. 2 seams only.	59,300.	8,000.	8,000.	51,300.	51,300.			D.15
no seams	50,400. no seams	7,100.	7,100.	43,300.	43,300.			D.14
J4,000. Z. scams only.	0,000	0,000.	0,000.	46,800.	46,800.		3 Math Sculpture	13



Mayor and Council of Rockville Rockville Town Square Environmental Graphics Package

> Request for Qualification September 25, 2004

III. ACKNOWLEDGEMENT

I/we the undersigned acknowledge the content of this Request for Qualification and agree that unless stated otherwise in our qualification information, agree that if awarded the Environmental Signs and Graphics package Contract for Rockville Town Square, will accept the terms and conditions of this entire package.

Contractor:	
	By: Was Sun
	Title:
	Date:







COMMUNICATIONS LTD DESIGN BOSTON · ORLANDO · NEW YORK

CONTACTS

Mark Andreasson Craig Kutner Harvey Whiteway President

Executive Vice President

Director of Project Development

OFFICES

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25 Drydock Avenue, MA 02210

T: 617.542.9620

F: 617.951.0777

Orlando

11229 Astronaut Blvd., FL 32837

T: 407.856.9661

F: 407.856.9617

New York

27 W 24th St., Suite 804, NY 10010

T: 212.255.3226

F: 212.255.3255

GENERAL INFORMATION

ocus

 Professional management, engineering, fabrication and installation of custom architectural specialty elements and signage.

^Dro dots

Corporate, hospital, healthcare, university, institutional, hotels, resorts, retail, malls, food courts, themed environments, entertainment, cinemas, arenas, stadiums, airports, parking facilities, museums, aquariums, urban programs.

Size of company Annua volme 110 full time employees

• \$10 Million

Tac tes

≈ 80,000. sq. ft.

Area of service

Worldwide

Scope of projects • \$ 25,000.- \$ 5,000,000.

Aff ations

SEGD, CHA

Services

Pre-construction

Design engineering

CAD services

Contract documents

Cost analysis

Implementation

Construction management

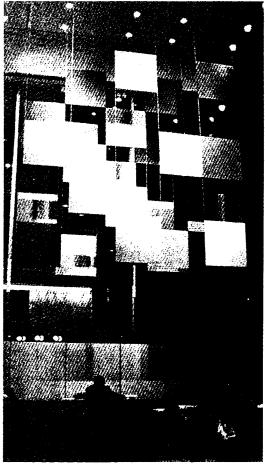
Project coordination

Complete fabrication

Installation

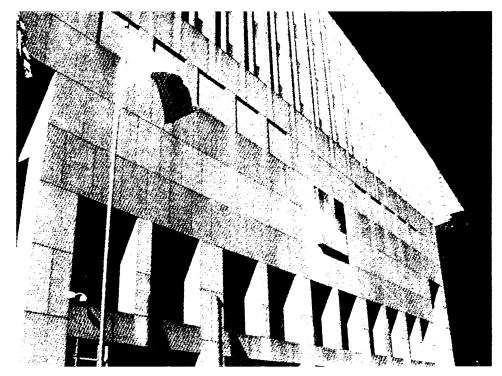
Altria New York, NY Designer Lancor

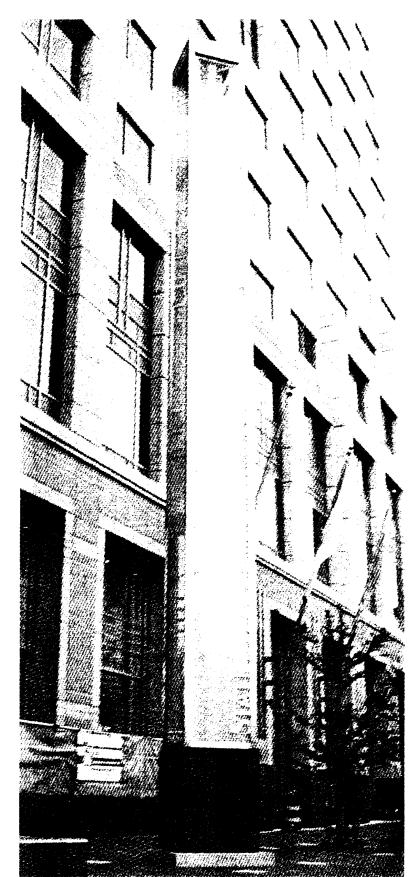


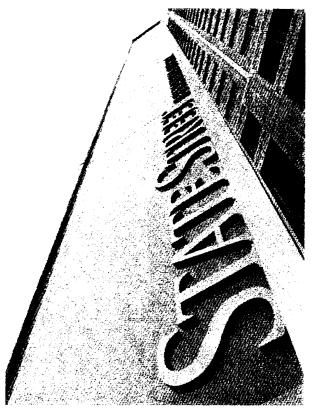




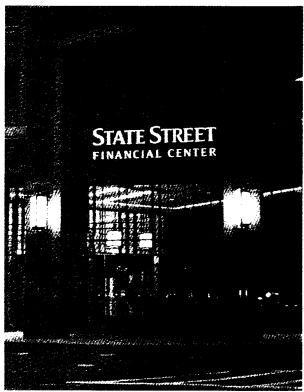








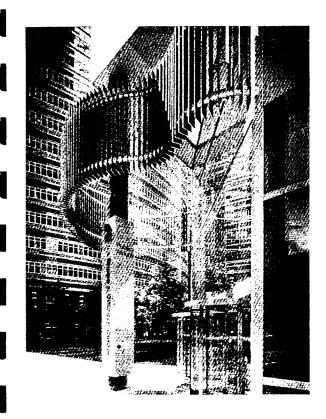
State Street Tower
Boston, MA
Designer Selbert Perkins Design Collaborative

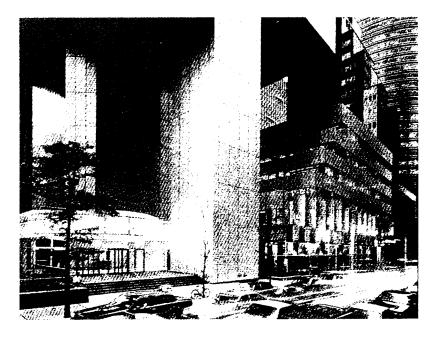


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Citicorp Center New York, NY

Designer: Donovan & Green











Grand Hyatt Hotel New York NY Designer Poulin - Morris

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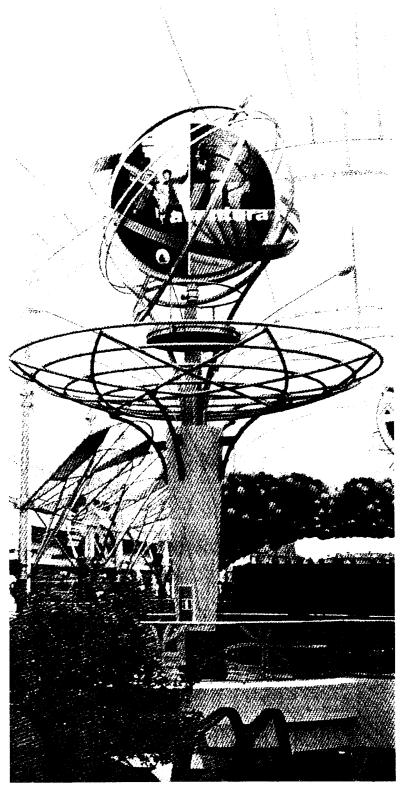


DESIGN COMMUNICATIONS
BOSTON . DRLANDO . NEW YORK LTD

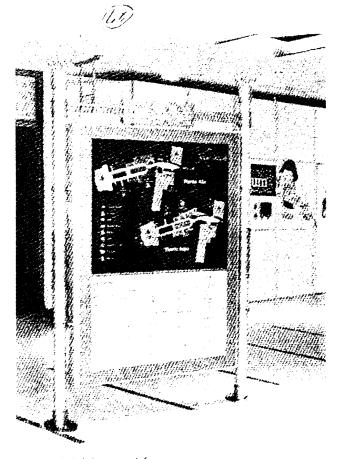


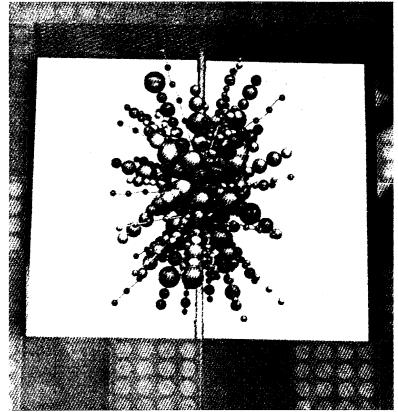




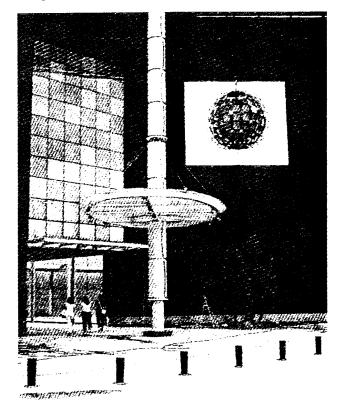


Madrid Xanadú Madrid, Spain Designer: Communication Arts, Inc.





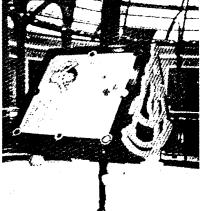
Madrid Xanadú Madrid, Spain Designer: Kiku Obata & Company

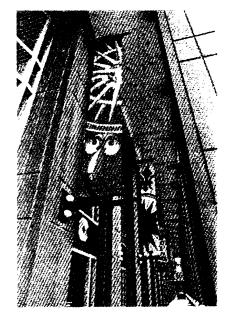


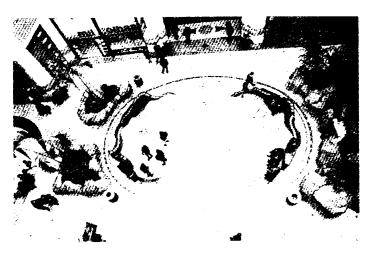


Centro Columbo Lisbon, Portugal Designer RTKL



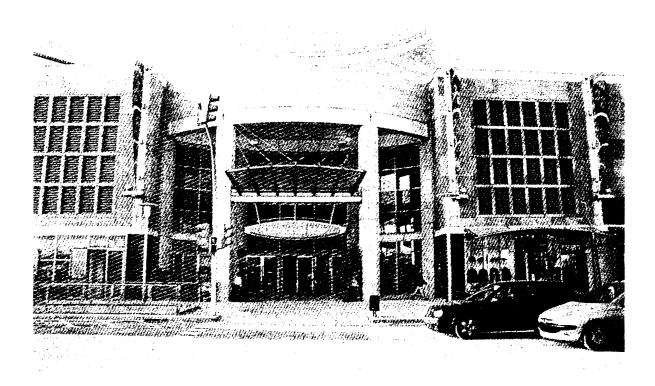




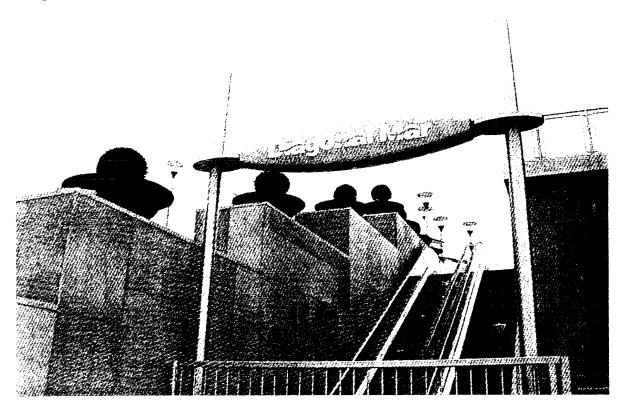




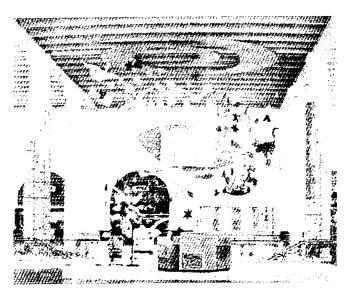




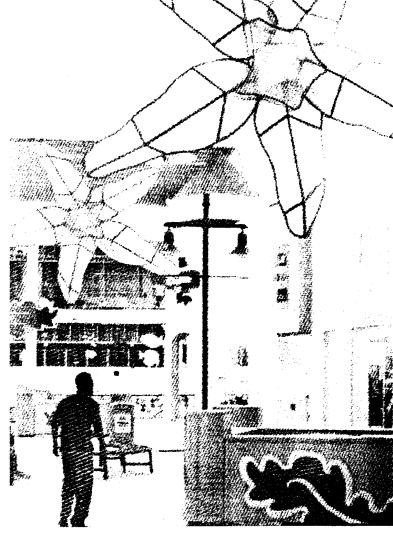
Diagonal Mar Barcelona, Spain Designer: Communication Arts Inc.

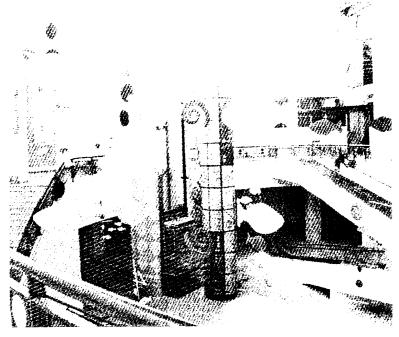


Mega Centro Santo Domingo, Dominican Republic Designer: ID8/RTKL

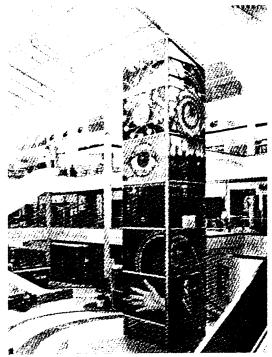


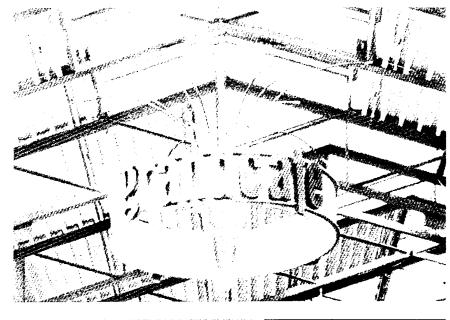


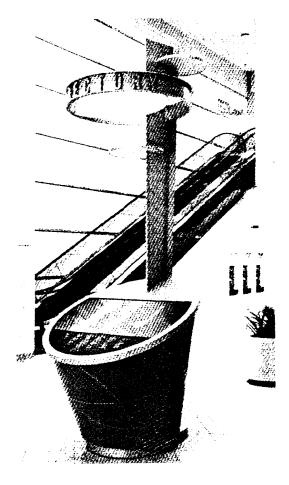




Grand Avenue Milwaukee. WI Designer. Kiku Obata & Company





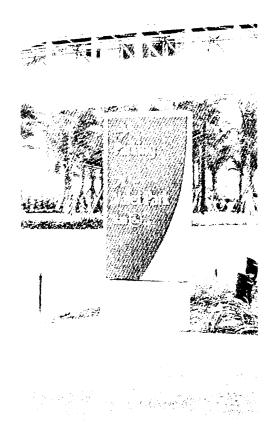


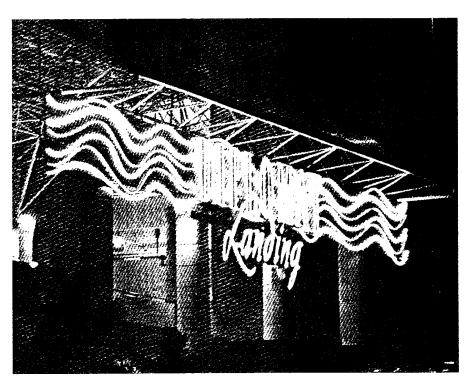




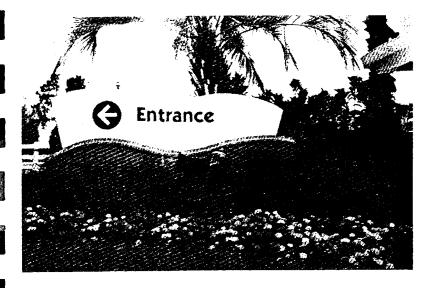
The Westin Diplomat Resort & Spa Hollywood, FL Designer, Liebowitz/Gould

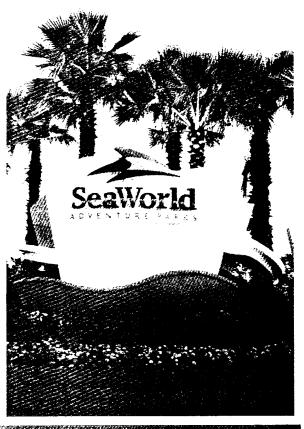


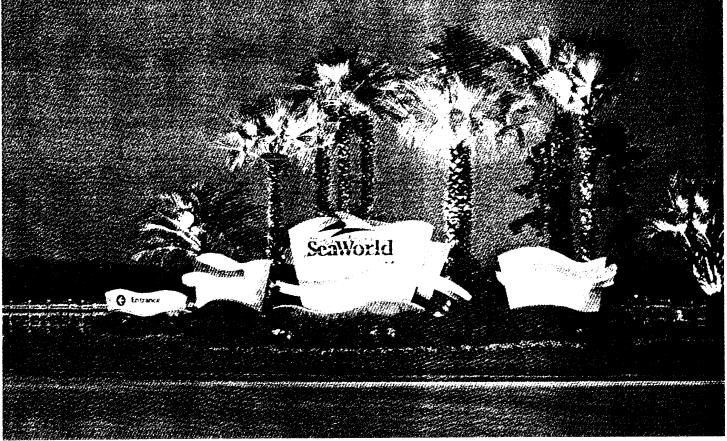




Sea World "Sense of Arrival"
Orlando, FL
Designer Suzanne Sessions, and

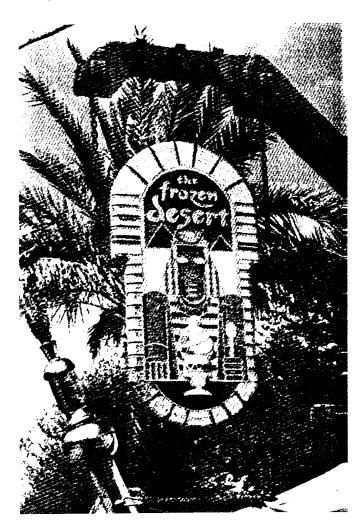


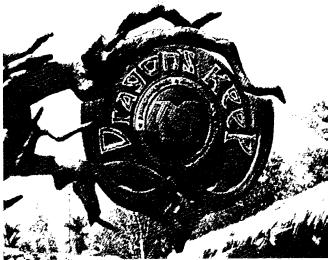






Universal Studios Lost Continent Orlando, FL Designer: Universal Studios / David Carter



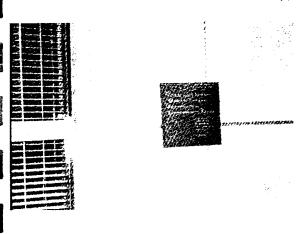




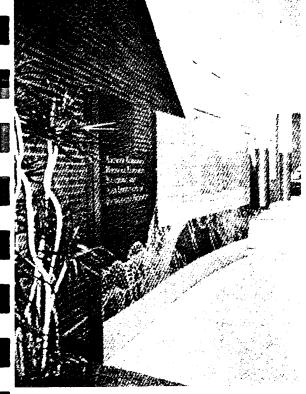


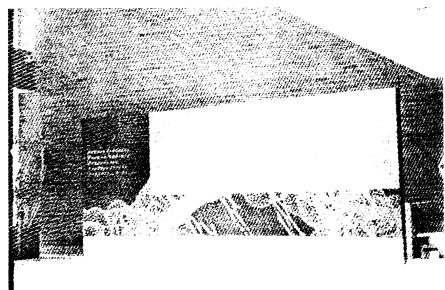
University of Rochester Rochester, NY Designer Poulin - Morrs









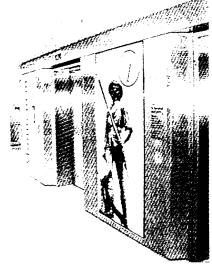




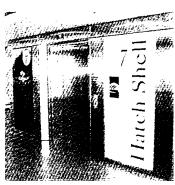
Logan Airport "West Garage"

Boston, MA Designer, Craig Simon Design

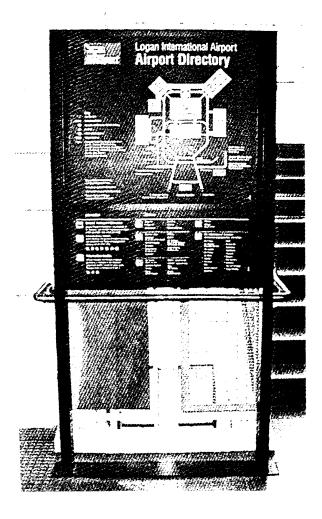












Chicago Midway Airport Chicago: IL Designer: Epsten/Carol Naughton Associates

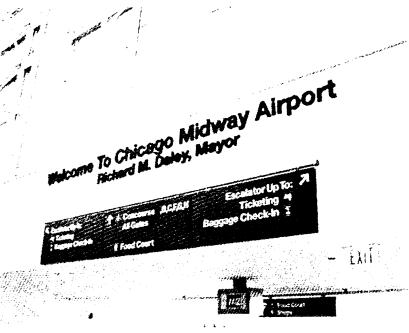






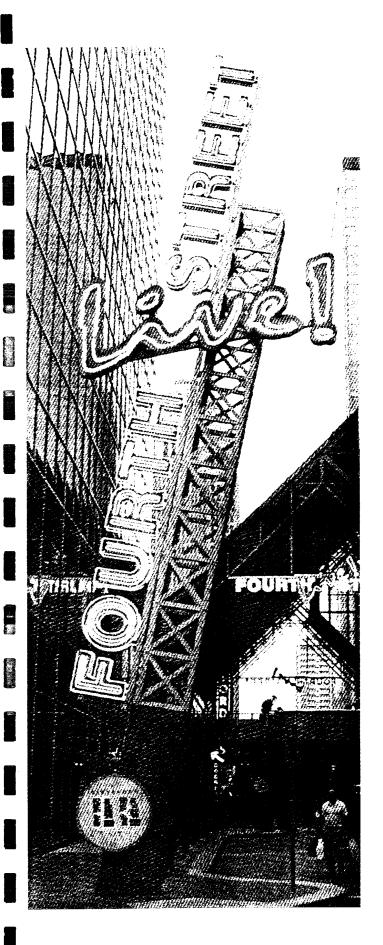






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Fourth Street Live Louisville, KY Designer: Selbert Perkins Design Collaborative

